



COMMUNICATIONS & DEVELOPMENT MANAGER

Organization Profile

Do you want to work for the coolest nonprofit in cancer and join the absolute best team in the industry? What about a chance to make a difference in the lives of hundreds of thousands of young people in the United States? We are hiring a Communications & Development Manager to connect and engage with our dynamic audience: the adolescent and young adult cancer (15 – 39-year-old) community. If you have an entrepreneurial spirit, and lots of creativity and passion, we want to hear from you.

Stupid Cancer offers a lifeline to the adolescent and young adult (AYA) cancer community by providing age-appropriate resources to help patients navigate treatment and survivorship on their own terms. Founded in 2007, Stupid Cancer provides education, redefines quality-of-life, and advocates for this community. Our mission is to help empower everyone affected by adolescent and young adult cancer by ending isolation and building community. We envision a world where everyone in the AYA community is supported, understood, and accepted.

Reporting to the Director of Development and supporting the Director of Programs, the Communications & Development Manager position is based in Stupid Cancer's New York City headquarters, currently remote due to the pandemic, but expected to return to a hybrid work schedule in 2022. Want to get an idea of our impact? Watch this: stpdcn.cr/stupidcancer

The Communications & Development Manager is responsible for developing and implementing a comprehensive, strategic marketing and communications plan using Stupid Cancer's multimedia platforms to communicate and promote the organization's mission while increasing its impact. The communications plan should touch on promoting our programs, enhancing public awareness and generating income for the organization.

RESPONSIBILITIES

Communications

- Collaborate across the organization to adopt and develop Stupid Cancer's brand voice and tone; visually and textually
- Implement a communications calendar incorporating social media, digital, e-mail and any other appropriate channels to promote Stupid Cancer's brand, programs, and development initiatives. A press release here and there wouldn't hurt either.
- Build, leverage, and execute Stupid Cancer's digital media presence including Facebook,

Instagram, Twitter, TikTok, and LinkedIn; driving increased engagement, key conversions, fostering existing community, and building new community

- Brainstorm and research new and creative communications, digital marketing growth, and brand identity strategies and make recommendations on improving efficiencies and effectiveness
- Monitor and report on the organization's media channels for feedback and discussions within the community
- Analyze and report on metrics across the website, social platforms, and communications monthly.
- Manage and implement Stupid Cancer's development efforts to support our mission

Website

- Manage and update organization website including, but not limited to, adding events, building pages, imagery, copy edits, and any other changes as needed

Creative

- Develop text and graphics templates for newsletters, program brochures, flyers, etc.
- Design, develop, and scale a monthly newsletter for the Stupid Cancer Community
- Create, develop, and update messaging materials
- Work with the Director of Development to design fundraising materials

QUALIFICATIONS

- A bachelor's degree, preferably with a concentration in marketing, communications, or new media technology or equivalent experience
- A minimum of 5 years of related professional experience
- A minimum of three years of full-time experience in communications or digital marketing, including demonstrated experience interpreting, acting on and reporting using analytics tools such as Google Analytics, Facebook Analytics and similar platforms
- Prior success working closely and building relationships with diverse groups of people
- Effectiveness in working or volunteering in a non-profit organization that is focused on maintaining high quality work
- Ability to juggle multiple priorities simultaneously and take initiative
- Fundraising and development background a plus, but not necessary
- Legally eligible to work in the United States; no sponsorship provided

MUST HAVE SKILLS

- Excellent communication and interpersonal skills

- Strong organizational and time management skills
- Strong writing, editing, and design skills
- Social analytics platforms (Google, Facebook, Instagram, Twitter)
- Google AdWords, SEO and SEM
- Graphic applications skills (Adobe Photoshop, Illustrator, etc.)
- Content platforms (WordPress, SquareSpace)
- Well-rounded and diverse computer skills, with ability to adapt to new programs and applications

GREAT TO HAVE SKILLS

- CRM platforms (Neon One, Salesforce)
- Fundraising platforms (Neon One)

To be successful as a member of the Stupid Cancer team, you will also:

- Have a passion for our mission and a strong desire to have an impact by working with a dynamic organization
- Be an innovative and creative thinker
- Be a risk-taker
- Be inspirational
- Have a high level of personal and professional integrity
- Have a strong work ethic and require minimal direction
- Work well independently as well as part of a team
- Thrive in a fast-paced and fun environment

Salary and Benefits

\$55,000 - \$60,000

Exempt, Full-Time position

Eligible to participate in our comprehensive benefits program including Medical, Dental, Life and Disability Insurance, a 401K Plan, generous PTO, and more

To apply, email a cover letter, resume and salary requirements to HR@stupidcancer.org.

Only complete applications received via our email will be reviewed.